

SERVICE

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The Cover

This month's cover is a tribute to the man on the service job, wherever he may be in the interest of Service. Company activities—at work in the home, in institutions of healing and learning; in laboratories, factories, and industrial plants; in auditoriums and theatres; in banking, brokerage, and business houses; in ships large and small, in civic administration headquarters, and in the world-wide sites of our national defense.

Service Company's President, A. L. Conrad, thinks they're super. So do we. See story on page 4.

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Cover photos: Lou Peloso, Hollywood TV tech; Down range at Grand Bahama Island; St. Elizabeth's Hospital, Brighton, Mass.; Atlantic City (N.J.) Electric Company, Accounting and Data Processing Center; the S.S. United States; the RKO Pantages in Hollywood.

A Boost in Earnings

By RCA Board Chairman DAVID SARNOFF

The rebound of the American economy in the latter months of 1961 should continue into 1962, promising for industry generally and for the Radio Corporation of America specifically a new year of increased volume and profitability.

While I see no justification for extravagant boom claims for the year ahead, I believe records will be achieved by American industry in the sale of goods and services, in consumer income and in consumer expenditures. Similarly, I expect electronics again to hold its position as the Nation's fastest growing major industry.

In a business where science and technology are the parents to growth and earnings, RCA is fortunate to have the direction of its principal divisions in the hands of tested leaders, each with a decade or more of executive experience at RCA. We are also fortunate in being able to maintain good labor relations.

As the leader in the electronics industry, RCA must be geared to meet increasing and formidable competition in every segment of its business, both at home and abroad. At the same time, it must also be in a position to meet the challenge of rising costs of doing business that faces American industry in general.

The magnitude of this problem is enlarged for companies such as RCA which maintain their leadership and advance their future prospects by devoting a substantial portion of the earnings to pioneering in research, development and the introduction of new products.

In a technological age, where changes in products and services occur with unprecedented speed, there is no security for any company that fails to advance with the march of science. But in RCA, as in many other large and diversified business organizations, there are opportunities for effecting economies in operations. Successful efforts in this direction should result in increased efficiency.

The management of RCA has undertaken a vigorous program for reducing the cost of operations all along the line, and we are firmly resolved to achieve the goals we have set for ourselves. This program, along with the substantial progress being made in data processing, in color TV and in our other businesses, gives us confidence that the years ahead will bring higher profits for RCA and a greater return for our shareholders.

In our efforts to advance the general welfare of our 167,000 shareholders and 85,000 employees, RCA will continue to make important contributions to the security and economy of our Nation.

(Reprinted from the Phila. Inquirer)

Corporate Affairs

The President. Dr. Elmer W. Engstrom, President of the Radio Corporation of America, was born in Minneapolis, Minnesota.

After graduation from the University of Minnesota, he was associated with the General Electric Company, working on high-power radio transmitters and their installation, the development of broadcast receivers, and the engineering development and apparatus design of sound motion pictures.

The 1930's. Transferred with GE's radio engineering and manufacturing activities to RCA-Camden in 1930, he continued in charge of Photophone sound motion picture development and design; took over engineering responsibilities for broadcast receivers; began the organization of a research department in the fields of apparatus and systems; and was responsible for radio tube research.

He participated in the evaluation of television, directing its research toward a practical service, and was responsible for the development and construction of apparatus used in field tests and in the planning and coordination which led to the reality of black-and-white TV service. He and his associates conducted research on color TV, resulting in the development of the compatible color TV system, which RCA pioneered.

The 40's. When all RCA research activities were brought together at Princeton in 1942, Dr. Engstrom became Director of Research, advancing rapidly to Vice President in Charge of Research of the RCA Laboratories Division. During World War II, he was responsible for research in the fields of radar, radio, airborne TV, electronics and acoustics.

In 1949, the honorary degree of Doctor of Science was conferred on him by New York University and, in the same year, he received the silver plaque of the Royal Swedish Academy of Engineering Sciences.

The 50's. Dr. Engstrom was a member of the National Television Systems Committee which developed technical signal specifications for color television transmission, adopted by the Federal Communications Commission in 1953.

He was elected Executive Vice President, RCA Laboratories Division, in

1954; and Senior Executive Vice President of RCA in 1955.

Among many honors, he received the University of Minnesota's Outstanding Achievement Award, the IRE's Fall Meeting Award, the SMPTE's Progress Medal, the American Society of Swedish Engineers' John Ericsson Medal, the Industrial Research Institute Medal, the Christopher Columbus International Prize in Communications, the Italian Order of Merit, the medal for the Advancement of Research from the American Society of Metals.



DR. ENGSTROM—in 1934 (with a radio receiver); in 1950 (with a developmental color kinescope); in 1961 (with a satellite model).

In 1960 and 1961, Dr. Engstrom was awarded honorary Doctor of Laws degrees from Findlay College, Findlay, Ohio, and from Rider College, Trenton, New Jersey.

He is a member of the Executive Committee of the Defense Science Board, Office of the Secretary of Defense; a member of the Advisory Committee of the College of Engineering, New York University; Vice Chairman of the Hoover Medal Board of Award. He is an IRE and an AIEE Fellow; a member of the Board of Governors of the American Swedish Historical Foundation; a member and past President of Sigma Xi, science honor society.

* * *

Competition. Delbert L. Mills, Operating Vice President, RCA Sales Corporation, and Division Vice President, RCA Victor Home Instruments Division, said that the successful de-

velopment of a United States of Europe will enable European manufacturers to compete more effectively in the world market, "including our own domestic market."

The only answer, he said, is to improve our own manufacturing position so that when this expanded competition really takes full force, we will be prepared to meet it.

Mr. Mills, who toured radio and TV manufacturing plants in five countries, believes that despite the prospect of increased competition, both here and

from abroad, the field of consumer products is a promising one.

"The world today," he explained, "is caught up in a tremendous wave of technological breakthrough. Man is being put into outer space, and few doubt today that man will be able to reach the moon."

The same progress, though less glamorous, Mr. Mills said, is being made in the home entertainment industry. "Despite increased costs of wages and materials," he added, "prices have become more favorable for the consumer in the radio, TV and sound reproduction equipment markets."

* * *

Improvement. RCA has announced the development of a new memory core that paves the way for compact computer memories capable of operating without bulky air-conditioning

Company Affairs

or other temperature compensation devices. The new core maintains electrical stability across a temperature range four times that of conventional cores.

Some of the principal benefits expected by computer manufacturers who use the new core are substantial savings in design time, materials cost and engineering, and a new means for achieving greater reliability, smaller size, less weight and longer life for computers. * * *

Major Discovery. RCA has developed a new thermoelectric material that produces more electricity directly from high-temperature heat on a practical basis than can the best previously known materials.

Laboratory tests indicate that a generator using a plate-like arrangement of the new material with a square-foot surface heated to 1000° C. (about 1800° F.) could produce up to 10 kilowatts of electricity—nearly three times the amount consumed at any given time in the average home.

The new material, an alloy of germanium and silicon, which is expected to have important military applications, was developed in a research program initiated by the U. S. Navy Bureau of Ships.

* * *

In 30 Months. The \$16,400,000 contract awarded by the International Cooperation Administration (ICA) to RCA for a telecommunications network linking Turkey, Iran and Pakistan, is described as an important part of the U. S. Mutual Security program. When completed by RCA (expected in 1964), the network will be turned over to the host countries for operation.

The network will cover some of the toughest terrain in the Near East. The route lies along a major earthquake fault in East Turkey, tremor areas in Iran, near an earthquake fault in Pakistan; through areas of migrating sands and bottom lands with unstable soil. Approximately 92 radio relay stations will be erected.

Host country operating personnel will be trained in the U. S., and at RCA-conducted training schools in the three host countries.

RCA International Division heads the project. RCA Victor Company, Ltd., will provide design and build all microwave radio equipment, including the MM-600 radio relay system. Service Company will provide advisory services.

The "Super Service Man"

While America has a technological potential greater than any on earth, much of it is being wasted through "random" application of engineering talents and know-how, according to A. L. Conrad, President of the Service Company.

In an address at the Corporation Recognition Dinner of the Milwaukee School of Engineering, he said that there is "a crying need for the mutually compatible and beneficial assign-

ment of engineering, therefore, that addresses itself to the technician, as well as to the prospective graduate engineer, stands much to gain, "not only from contributing to the creation of essential national resources, but from the satisfaction of participating responsibly in a technological conflict on which the future security of our nation may depend."

Mr. Conrad also paid warm tribute to the late Edward C. Cahill, graduate and Regent of the Milwaukee School



A. L. CONRAD—"Let the technician relieve the engineer . . ."

ment of engineering and technical skills in such a manner that the scientist, the engineer and the technician will be enabled to contribute to the fullest."

He made this suggestion:

"Let the engineer relieve the scientist of technical and administrative routines; and let the talented technician do the same for the research and development engineer.

"If it's done properly, I believe that the scientist would relish this type of relationship with the engineer—and the engineer would warmly accept the increased help of the technician.

"As for the technician, it would open up undreamed of opportunities for his future. The most significant benefits would accrue from increased effectiveness among the most talented and creative fraction of our technical resource."

of Engineering, who was for many years President of the Service Company. He said:

"Ed Cahill, more than anyone else, made possible the coming of age of the 'super' service man of the 1960's. He recognized that, in a scientific-minded era which sees yesterday's inventions obsolete tomorrow, the service man had to be much more than a handy fellow who keeps washing machines, radios, phonographs and TV sets in running condition.

"Thanks to his foresight, the composite service man of 1962 can repair a television receiver, install a complex computer or track a missile through space.

"In fact, today's service man, or his brother in the industry, is at home almost anywhere on this globe, for that matter."

New Products

"As most of you are aware," Division Vice President G. W. Pfister said at the annual meeting of home office supervisors, "there have been a great many changes in the Commercial Services organization in this past year."

To augment their knowledge, he reviewed the staff functions of Advertising, Special Projects, Field Support Services; continued with a detailed report of the activities of Consumer and Technical Products Service, and EDP Service.

But he placed greatest emphasis in the area of new product lines recently added to the Commercial Services responsibility.

Mobile/Microwave. "When speaking of mobile communications," he said, "or 2-way radio as it is sometimes known, most people envision a base station which is used to talk to and to hear from a number of vehicles (trucks, taxicabs, etc.), and this is the standard simple use.

"However, Mobile Radio is authorized to use three separate bands: the 50 mc, 150 mc and 450 mc. Certain specific classes of customers are authorized in each band.

"For example, the petroleum and pipeline industry is authorized to use the 150 mc or 450 mc bands; the trucking industry the 150 mc band. Public Safety (police and fire departments) are found in all three bands. Each of these require different base and mobile equipment, different antennae and cable and even different antennae heights to obtain the same coverage.

"Beyond this, this department handles the Personafone—a small, lightweight unit which, carried by a person, functions like the vehicle mobile unit. This unit is in use by the New York City Central Park police, by TWA airplane dispatchers and similar uses.

"In addition, we will be involved in highly complex systems such as that installed for the Philadelphia Police Department. This was the first of its kind, and provides a four-channel duplex system with multiple base stations controlled through a microwave network."

Audio-Visual. The Audio-Visual Product line, Mr. Pfister explained, is divided into three product classifications:

"First," he said, "is known as Audio/Visual and contains the 16 mm projectors, a new overhead slide projector and packaged sound devices such as the school-type record player, the Lectronic Lectern, packaged Public Address systems, etc.

"Then we have a teaching device line of Audio-Visual products including the language laboratories, machines to teach electronics, electronic kits, and we are now embarking upon commercial type teaching devices.

"The third classification is Engineered Sound Products—all of the custom-designed components to make up any size interior or exterior type sound system; amplifiers of all sizes, microphones, speakers, communication consoles, cables, matching transformers, etc."

Radiomarine. "Our third product line is Radiomarine, and there are essentially two product classifications, namely, Fleet Marine (for the large ocean-going and larger commercial vessels) and Small Craft (for the pleasure craft and small commercial boat markets).

"In the Fleet line we have the broadest coverage of any U. S. manu-

facturer. We market all types of marine communication equipment, radio telegraph, radio telephone, communication consoles, emergency communication devices such as auto alarms and lifeboat transmitters and receivers. We have a very complete line of navigation equipment such as depth finders, radar, loran and RDF.

"In the Small Craft classification our product line is not as broad as some of our competitors. However, we do have a number of radiotelephones, depth indicators, RDF and a low cost radar."

Graphic Products. "Our fourth product line," Mr. Pfister concluded, "is least familiar because we have not been involved with the installation and maintenance of this equipment. It has three products:

"An Electronic Typesetter. This device, attached to a Mergenthaler linotype machine, replaces the entire keyboard and a number of other parts. As it reads a 5-column paper tape, it automatically sets any case of type the linotype will handle, and justifies space.

"A Paper Flaw Detection Device. This operates on a light principle. The light source passes through the paper at pin holes, or weak areas, and these are automatically marked for cut-out. The machine performs this work at 1000 feet per minute.

"Electrofax. This is an RCA trademark for coating various materials which then become photo-sensitive after being charged at very high voltages. One of the first materials produced at our Burlington, N. J., plant is Electrofax coated engravers' metal, which is now being shipped on a commercial basis. The use of these plates cuts down the processing time for normal engraving work between 15 and 45 minutes per plate."

In addition to the servicing of these products, Commercial Services has assumed responsibility for the engineering and marketing of Mobile Communications and Audio-Visual products, the marketing of RCA Radiomarine products, as well as complete responsibility for the Graphic Products line.

The overall authority for the new functions falls to Division Vice President Pfister.



G. W. PFISTER—"There have been a great many changes . . ."

Government Services

White Alice Project

In Anchorage on Friday, October 27, fire destroyed radio station KHAR, completely consuming the studio buildings. Out of complete ruin, only the tower remained, but owner Willis Harpel saw it as the foundation for a fresh start.

He appealed to the RCA Service Company in Anchorage for help in obtaining new equipment. White Alice Project Manager F. D. Chiei, Jr., phoned Roy Varda of the RCA Broadcast Sales division in Seattle, who set the wheels in motion. Though it was late Saturday afternoon when word reached Camden, N. J., the RCA people there went into action.

Thirty-two crates of equipment, weighing 4,134 pounds, arrived in Seattle on Monday. It was immediately transferred to Alaska Airlines for the long hop over the North Pacific—reaching Anchorage roughly sixty hours after Harpel had contacted RCA. And ten days after the conflagration—on Monday, November 6—KHAR returned to the air.

Marketing

Appointment. William F. Tait was appointed Division Vice President, Marketing, Government Services, on February 2. He will be responsible for all of the marketing activities of Government Services which plans, engineers, installs, maintains and operates electronic equipment for the Department of Defense, National Aeronautical and Space Administration, Federal Aviation Agency, and other governmental agencies in the United States and in some 40 foreign countries.

Mr. Tait had been Manager, Marketing, Government Services, since August, 1959. Prior to that he was with the Ford Motor Company, Philco, and Lockheed Aircraft Corporation.

Included among the major projects under contract to Government Services are the operation and maintenance of the Ballistic Missile Early Warning System, the Titan T-5 installation at Marysville, Calif., White Alice operations in Alaska, RCA missile test projects at Patrick Air Force Base, Fla.,



ANCHORAGE—Owner Harpel, Airlines V.P. Goodman, and Project Mgr. Chiei receive a radio station.

and design of the Mark I Space Simulator at Tullahoma, Tenn.

Marketing Plans. The highest goals ever proposed were set in January by Government Services Marketing Manager (now Division Vice President) W. F. Tait at a two-day meeting in Cherry Hill for Marketing Management personnel and Proposal Administrators. New business alone was cast at close to 25% higher than the total of all departmental billings in 1955.

Mr. Tait placed heaviest emphasis

upon the necessity of close communication—or teamwork—between departments, if 1962 goals were to be attained. To this end, he announced plans to open new District Marketing offices (in Boston, Huntsville, and San Francisco), and Regional Marketing Offices (in Washington, D. C., Dayton, Rome, N. Y., and Van Nuys).

The derring-do of mountain climbers—and their dependence one upon another in the ascent—was used as the graphic theme throughout the meeting, illustrating the kind of teamwork required to reach Government Services' new goals.

Division Vice President S. D. Heller, in his address to the group, also pointed out the advantages of integrated effort and outlined the benefits accruing to Government Services through the work of a cohesive team of marketing and operating specialists. He urged a better flow of ideas between the two groups, and advanced further suggestions for improvement in communication.

Good communication was further accentuated by President A. L. Conrad, who informed the meeting of Service Company's performance in the year 1961: the advances made in new fields of marketing; the opportunities present in these new activities; and the overall goals set for the Company in the current year.

Each of Government Services' four Regional Marketing Managers re-



DIVISION VICE PRESIDENT TAIT—with 1962 Marketing Guide supplied to field personnel. Others (l. to r.) Regional Mktg. Mgrs. C. J. Archer, H. J. Mills, E. R. Shawn, P. L. Carlson.

viewed activities and progress within his region, and presented specific programs by which 1962 objectives could be reached.

Recognizing the formidable task represented by the '62 commitments, each none-the-less expressed confidence that marketing goals could be achieved—through productive teamwork.

Support Engineering

Engineering and Technical Services. Irwin J. Fredman, winner of a David Sarnoff Fellowship for the academic year 1960-61 and a second year renewal, recently passed the preliminary examinations for a Doctorate in Mathematics at the University of Pennsylvania.

His return to his post, in May, is anticipated by the Data Systems and Applications Group.

Missile Test Project

DAMP Ship Operations. The picture story at right depicts an eventful day aboard the USAS American Mariner—the missile measurement ship which plies a 5,000 mile course from Cape Canaveral to a point half-way between Brazil and the coast of Africa.

Entertained at luncheon on 3 December 1961 were Governor General Sir Robert Alford and Lady Alford, Ascension Island Resident Magistrate Mr. J. Bruce, Assistant Magistrate "Pip" Parsons and Mrs. Parsons, and Ascension Island USAF Base Commander Captain R. Tyre.

Also on December 3, while anchored off Clarence Bay, fresh water was transferred from the *Mariner* to the Atlantic Missile Range Instrumentation Vessel *Timber Hitch*.

At Ascension Island, passengers, mail and small cargo were transferred to the *Mariner's* whaleboat, thence to a small craft for transport to the rocky landing steps.

The craft is held alongside of the rocks by pulling against ropes hanging from topside. Data, boxes and mail are thrown ashore; personnel must swing in by means of the rope.

Darkened portion of the rock (see photo) shows the normal rise and fall of the sea. When heavy swells are running (15 to 25 feet, with spray breaking over the top of the rock face) it is considered unsafe for small boat operation, and incoming and outgoing activity must cease for a day or two.

Aboard The USAS American Mariner



Distinguished guests are entertained at luncheon, and conducted on a tour of the Mariner's technical areas.



Water is transferred from the Mariner to the Atlantic Missile Range Instrumentation Vessel Timber Hitch.



A typical landing at Ascension Island, in a calm sea and at low tide. Passengers swing ashore by means of the rope.

Commercial Services

Radiomarine

Advice to the Waterborne. Can a small craft skipper with the navigating instincts of a homing pigeon find happiness with a radar aboard? What direction does a direction finder find? And does "Central" answer when you pick up the radiotelephone?

To answer these and other questions, RCA set up a personal consulting service at the 1962 National Motor Boat Show. On hand with advice was H. B. Martin, an electrical engineer specializing in marine equipment and an authority with 30 years' experience in all types of electronic gear for the small craft.

Safety at Sea. In Mr. Martin's view, the average small boat owner knows far too little about communications and navigation equipment, whereas a little grounding in the subject would make life afloat safer, more comfortable, more pleasurable.

Equally, he points out, there are misconceptions, particularly among the newcomers to boating, about small craft radar and its use. And, he adds, a radar is a handy device to have around when the skipper is looking for the eye of an inlet needle in heavy fog or other conditions causing bad visibility.

Mr. Martin also recommends that the boatsman with a new radio direction finder make several "dry runs" at points where he can observe visually the transmitting towers of radio

broadcast stations or lightships equipped with a radio beacon. The determination of a "fix" (your ship's position), he says, is relatively simple, but practice under these conditions makes perfect.

An RCA engineer since 1930, Mr. Martin personally installed the first marine radiotelephone ever sold by RCA. Now Merchandising Manager for Radiomarine Marketing Department, he serves as an alternate assembly member on the Radio Technical Commission for Marine Services. He taught radio engineering at the RCA Institutes for two years and has been a member of industry committees on the subject of safety of life at sea.

Audio-Visual

Learn by Doing. The newest of RCA's teaching tools is a practical device known as the RCA Component Trainer, providing an inexpensive means of demonstrating the fundamentals of electronics in trade and high schools.

As described by A. J. Platt, Manager, Audio-Visual Marketing, the training kit includes a set of schematic templates, a pre-wired jackfield, miniature components and AC-DC power supply, and a 211-page guide to experiments.

The device can be put in use by the individual student working independently at his desk, with a minimum of preliminary instruction. The student

places a template on the jackfield, selects the appropriate components (capacitors, resistors, inductors or vacuum tubes) and plugs them into jacks, as required by the experiment.

Measuring the experiment's results requires three inexpensive test instruments, a vacuum tube voltmeter, an oscilloscope, and a multi-range milliammeter, each of which can be employed without difficulty by beginning students in physics, electricity or electronics.

The guidebook contains detailed instructions for carrying out 17 complete experiments covering the fundamental concepts of electronics: resistance, capacitance, inductance, impedance and vacuum tubes. It also serves as a workbook, providing space for record and results of experiments and for answering questions.

EDPS

Time for Sale. All sales personnel from EDP Centers in Washington, D. C., Chicago, San Francisco and Cherry Hill met in December at the activity's First Annual Sales Meeting, conducted for two days at the Cherry Hill Inn.

They were given a comprehensive rundown on the techniques most likely to succeed in an increasingly competitive market, commencing with an address by Division Vice President L. S. Holstad, and continuing with an announcement of new sales objectives by



EDPS—Sales personnel from Service Company Centers attend First Annual Sales Meeting. Don Merhoff from Washington at

l., row 2, center; r., row 2, wall, Nick Magnis, San Francisco; row 3, center, John Lester, Chicago. Messrs. Holstad, Posin at the apex.



L. S. HOLSTAD addresses EDPS District Managers' conference. Standing, EDP's Dashiell and DeBruhl with EDPS Field Operations Mgr. Steoger, center.

M. Posin, Manager, EDPS Center and Systems Planning Operations.

Other remarks of significance made during the two-day session:

On Competition (F. J. Beyea): "Data processing centers are being opened in most major cities, and even private industry is offering data processing services, or in most cases, computer time on their equipment. However, our centers are fully operational NOW; our services are available NOW; our Personnel is experienced; our Centers are strategically located."

On New Equipment (W. Breitenbeck): "We expect to take delivery of several new pieces of equipment at each Center (which) will enable us to sell a much broader range of services."

On "Pert" (K. Suzuki): "Pert"—a computer method of scheduling and supervising the many elements which must mesh in an overall major project—is currently being introduced at each center."

On Programming Manpower (J. A. Zebrowski): "The Home Office programming staff is available to each center on a call basis for programming at the center, at Cherry Hill, or at both. We can program in FORTRAN, AIMACO, UNIVAC COBOL, RCA COBOL, USE, Autocoder II and III, RCA PSEUDO, SPS, SOAP and FLOWMATIC."

On Systems Analysis (H. Soppe): "The computer can never produce results better than the human intelligence which devised its uses, and the ways in which they would be most efficiently developed. These facts un-

derscore the importance of the systems study."

On the Analyst's Needs (F. Freedlander): "In order for the analyst to give a close Preliminary Estimate (of a price range for the operations which the computer is to perform), he must be informed of detailed customer information so that he will not synthesize a system which does not really correspond to the customer's requirements."

On Program Sharing (W. Breitenbeck): "It has been estimated that at least \$50,000 a year will be saved through the Program Sharing plan, the purpose of which is to pool specific information on existing programs for possible re-use by Systems Managers at all Centers."

Other available standardized program services were discussed at length, including the Banking and Payroll Packages, the Subscription Fulfillment (or mailing list) Program, the Stockholders Records Program; Retailing Credit, Insurance Agencies, Parts Documentation and Brokerage Programs.

Improved Relations. A bid for an easy and informed working relationship between EDP and EDPS—and a consequent increase in customer confidence—was made by Division Vice President Holstad at a conference of EDP Service District Managers.

Three members of the management team of the EDP Division participated, namely, George E. Dashiell, Division Vice President, Sales; E. H. DeBruhl, Manager, Systems Quality Assurance; and D. J. Bianco, Manager, Sales Training.

Each addressed the group, highlighting the importance of the EDP Service organization to their sales efforts—both in making new sales and in keeping existing customers sold.

J. E. Steoger, Manager of EDPS Field Operations, reviewed plans for 1962, including the number of 301, 501 and 601 Computer Systems he anticipated would be installed during the current year.

Managers in Home Office Operations, Administration, Financial and Personnel also spoke pertinently on the subjects of Cost Control, Engineering, Technical Training, Field Support Services, Administration, Budgets, the Military Status of Technicians, and Management Development.

Consumer Products Service

Made. Home office staff members were happy to congratulate Custom Products Salesman J. R. (Jack) Miller when, accompanied by Commercial Products Sales Manager Scott MacDonald, he reported in to Cherry Hill with the largest lease sale ever made in the hospital field.

The 425-bed St. Elizabeth's Hospital is the biggest Catholic hospital in the Archdiocese of Boston. It is administered by Sister N. John Ellen, O.F.S.

It will be equipped with 245 black-and-white wall-mounted TV sets, remotely controlled, and 2 Color TV sets. A portable Closed Circuit TV Camera will televise Masses from the hospital chapel, and provide an audible connection between visiting children and



J. R. MILLER (left) and H. S. MacDonald, with six-figure hospital equipment contract.



HOLLYWOOD—More than a thousand UHF installations in less than six weeks.



DETROIT-EAST — Tech George Gloviak, who topped all records.



OAKLAND—Officer Terry and Sales Mgr. Blackburn, after a Safety meeting.



COLUMBUS—“Fearless Four” Managers demonstrate an easy way to more sales.

their patient-parents. An Audio-Visual Nurse Call System is also planned.

Four TV channels are available to the patients, as well as two radio channels.

Mr. Miller, who was the former Medford branch Sales Manager, has been with the Service Company for three years. He has been working with Multiple Systems for one year.

Scott MacDonald joined the Service Company fourteen years ago as a technician. He has been a Training Coordinator (Northeast Region), and a Branch Manager.

The Boston TV Branch will install and maintain the St. Elizabeth system.

Meritorious. Up until December 20th, Tech Don R. Watson of Detroit-East Branch, held the record for the “top day” among techs.

But on that date, Tech George Gloviak, sparked by friendly competition and a belief that records are made to be broken, topped all previous branch

records for product and service sales in a single day.

He reported back to home base with 3 Color 'Ceptor (with deluxe antenna rotor) installations, 3 black-and-white FSO's (two with picture tube replacements), and 2 color maintenance contract sales.

On with the Show. As the X-15 rocket plane made speed-runs overhead, Hollywood Branch TV technicians installed—in less than six weeks—1,050 complete home UHF installations in the Wherry housing section of Edwards Air Force Base.

The Edwards Research and Development facility of the U. S. Air Force is located on the Mojave desert, over one hundred miles north of Los Angeles.

Because of distance and difficult reception of the Los Angeles TV stations, the U. S. Air Force provided a TV Translator Station that receives the Los Angeles VHF TV signal, converts

to and re-transmits the TV picture on UHF frequencies.

Five TV channels are available to Edwards AFB personnel who use UHF converters on their TV receivers.

Hollywood field and backup personnel responsible for the Edwards UHF home installations are shown in the picture at left. They are (back row, l. to r.): Field Service Manager Alex McKee, Herman Boxeth, Lou Peloso, Larry Speed, Willard McDaniel, Branch Service Manager Tom Burton; (front row, l. to r.): Ken Evans, Bill Berkeley, Jim Holliday.

Kick-Off. Columbus' Sales-Trotters contest was spearheaded by the “Fearless Four”: District Manager B. Schroeder, Branch Manager B. Dodsworth, Branch Sales Manager B. Southcomb, and Branch Service Manager T. Bashaw.

Many spectacular shots were made by these outstanding players, demonstrating to the Techs the ease with which they could win bucks by making more sales.

The most accurate shooter was “Tight Pants” Schroeder, who was sinking them from all spots on the floor. “Wilt the Stilt” Dodsworth gave an amazing demonstration of his corkscrew hook shot.

The Techs, not to be outdone, sent their fabulous “Big John” Mayer out to do some shooting. He showed his prowess by sinking many one-handed set shots from 30 feet out.

The basket shooting by all was terrific, but the photography by Branch Office Manager L. Kotopka was not so good; it produced only one picture (above) out of 20 tries.

Safety. With siren screaming and red lights flashing, Officer Steve Terry drove a police car into the Oakland Branch's parking lot, much to the surprise of all branch personnel. He presented a splendid talk on safety, and showed a documentary color film on the subject of accidents which impressed all present with the need for caution and attention to safety rules when operating a vehicle. Officer Terry is a member of the famed prize-winning Oakland Police Department Motorcycle Drill Team originated by Sergeant James J. Ready. He was unable to use his motorcycle on the day of his visit to the Oakland branch, however, because of bad weather. He practices what he preaches—*safety*.



AT CHERRY HILL—
Personnel Manager
J. Lippincott, Jr.;
President Conrad
with recipient Doris
M. Lutz; recipients
C. J. Marusa, B. D.
Bachin, J. L. Arm-
strong, D. M. Lutz,
J. A. Coleman, M. E.
Wheaton.



RCA Service Company

1961

to the new recipients of the 25-Year Service Award:

"An English historian has observed that the world is moved not only by the massive thrusts of individual heroes but also by the combined pushes of each loyal worker. So it is with a company like the Radio Corporation of America. Each worker contributes importantly to the realization of the final product or service. The loyalty exemplified by a quarter-century of continuous service is not only a valuable asset to RCA but an irreplaceable one."

Elmer W. Engstrom

DR. ELMER W. ENGSTROM
President, Radio Corporation of America

- J. L. Armstrong
- B. D. Bachin
- S. E. Bartelson
- L. N. Browne
- J. A. Coleman
- T. H. Hines
- L. D. Jameson
- D. M. Lutz
- C. J. Marusa
- D. W. McMillin
- H. Oswald
- N. D. Owens
- E. Pothier
- A. S. Riley
- C. L. Roehm
- M. E. Wheaton

LONG SERVICE AWARDS 1962

JANUARY—15 YEARS

J. C. Baier Sec. 1684
J. C. Bowerman 3001
J. R. Brooks 1972
H. E. Burgess 2630
J. J. Corbett BMEWSS
H. J. Cravens 1972
W. L. Davis 1614
G. B. Finigan 3077
K. J. Flor 1731
R. A. Fusco 1723
E. W. Garrabrant 1716
L. R. Gibbs 2650
R. Irwin RCAI
J. A. Laschinger 1954

FEBRUARY—25 YEARS

A. E. Kellogg Sec. 2341

FEBRUARY—20 YEARS

R. A. Howell Sec. BMEWSS

FEBRUARY—15 YEARS

J. B. Anderson Sec. 4632
R. L. Brain 1720
S. T. Burek 1811
F. D. Chiei, Jr. 3077
R. J. Cluelow 3172
H. P. Eisemann 1693
E. M. Ewanichak 1831
F. J. Foley 4993
O. Gallmeister 4700
E. Hansen 1683
W. P. Hess 1952
A. G. Hickey 2331
M. G. Jones 1370
H. S. Kennedy 1892

G. C. Lee Sec. 3130
H. K. Lubcker 2646
D. C. Miller 1691
P. Napolitano BMEWSS
R. Nerenberg 1685
J. J. Rudius 1820
K. B. Rummel 5504
W. C. Sattler, Jr. 3161
B. F. Schroeder 1954
S. Tyra 1793
J. W. Ward 1880
R. H. Wilkinson 1953
E. Zukowsky 1692

D. P. Newman Sec. 2344

R. H. Tilden Sec. 3119

M. T. Owensby Sec. 3117
M. F. Reidberger 1955
F. W. Schlier BMEWSS
H. I. Schnell 1878
C. S. Simon 5515
M. P. Smith BMEWSS
E. W. Stamp 1776
E. C. Steinman 1971
H. I. Vik 1876
C. W. Walters 1685
F. E. Weber 1621
W. J. Williams 1690
W. G. Wilson 2635

Awards were presented by the RCA Service Company at banquets at Cherry Hill, Cocoa Beach, Chicago, Los Angeles, and New York.



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